

Claims:

1. A hot melt adhesive comprising
a radial block copolymer $(PS-PI)_nX$ wherein PS is polystyrene and PI is polyisoprene, X is the residue of a multifunctional coupling agent used in the production of the radial block copolymer, and n is equal to or greater than 3 and represents the number of PS-PI arms appended to X,
a linear block copolymer,
a tackifying resin, and,
a liquid plasticizer,
wherein, based on the weight of the adhesive composition, the said radial block copolymer is present in amounts of less than about 15 wt %, the linear polymer is present in amounts up to about 20 wt %, the tackifying resin is present in amounts of from about 30 to about 70 wt %, and the plasticizer is present in amounts of from about 10 wt % to about 20 wt %.
2. The adhesive of claim 1 in which the number average molecular weight of each PS-PI arm is less than about 160,000.
3. The adhesive of claim 2 wherein the radial block copolymer has a di-block percentage of less than about 30%.
4. The adhesive of claim 3 wherein the radial block copolymer has a di-block percentage of less than about 20 %.
5. The adhesive of claim 2 wherein the styrene content of the radial block copolymer is from about 25 wt % to about 50 wt % .

6. The adhesive of claim 1 wherein said linear block copolymer is styrene-isoprene-styrene, styrene-butadiene-styrene, styrene-isobutylene styrene, styrene-b-ethylene/butylene-b-styrene, and/or styrene-b-ethylene/propylene-b-styrene.
7. The adhesive of claim 1 wherein the number n is between about 3 and about 6.
8. The adhesives of claim 1 further comprising a wax.
9. An article of manufacture comprising the adhesive of claim 1.
10. The article of claim 9 comprising an elastomeric fiber.
11. The article of claim 9 which is a disposable absorbent article.
12. The article of claim 11 which is a disposable elastic article.
13. The article of claim 12 which is a diaper.
14. A process for bonding a first substrate to a second substrate comprising applying to at least the first substrate the adhesive of claim 1, bringing at least the second substrate in contact with the adhesive present on the first substrate whereby said first and second substrates are bonded together.
15. The process of claim 14 wherein at least one substrate is an elastomeric polyurethane fiber.
16. The process of claim 14 wherein at least one substrate is a nonwoven substrate.